

ITC Snowmobile Co-op Program

Generate Leads for your Business

Who can participate:

ITC grantees, or any private sector member of Idaho's tourism industry that targets snowmobilers as part of their marketing program.

How it works:

This new program format is designed to deliver qualified snowmobile consumer leads to its partners. By using a lead-generation format, it makes the program more targeted to potential snowmobilers, lowers waste, and provides co-op partners with actual customer information to promote their snowmobiling program. In its first run this winter, the program generated a total of 9,370 leads to co-op partners in less than a month!

Here's how the snowmobile lead-generation process works:

- 1.** Interested consumers respond to online advertising about Idaho snowmobiling destinations, and request (opt-in) to receive more information.
- 2.** After responding, consumers receive a confirmation email to validate their interest. More detail about Idaho snowmobiling partners is highlighted in the confirmation email, including links.
- 3.** All leads are validated, cleaned, and delivered to all co-op partners.
- 4.** All leads are sent a follow-up email sent by the ITC promoting all co-op partners.

As part of participation, each co-op partner will have a customized web page on www.sledtherockies.com. These individual pages are promoted in the lead generation confirmation and follow-up emails. In addition, these pages are given exposure through the Idaho Travel Council's tri-state snowmobile marketing partnership with the states of Montana and Wyoming, a \$105,000 annual effort. Partners are responsible for their content.



How to participate:

The cost to participate in this program is \$4,500. As more partners come to the table, more leads are generated. Es/drake will offer match in the amount of \$825 for each co-op partner's page on sledtherockies.com and the creation of all lead-generation materials.

Questions or more info:

Contact Jeremy Chase or Amanda Burgess, esdrake communications, 208 342-0925, jchase@esdrake.com or aburgess@esdrake.com.